

Consumer Trends: Americans Struggle to Snack Nutritiously

TORONTO (Business Wire) — Have you made your New Year's Resolutions? Put snacking healthier on the list. Americans are no strangers to snacking, but they don't always reach for the most nutritious foods when they do. According to a recent national survey conducted by Kelton and sponsored by Taste of Nature, nearly all (98%) Americans snack, but nine in ten (85%) admit they find healthy snacking to be difficult.

Americans struggle to find a balance between what tastes good and what's good for them. Taste is the top consideration when making a snack choice (73%), which is more important than convenience (54%) or accessibility (35%). What's more, half (50%) say that healthy snacking is so difficult because it is hard to find a healthy snack that tastes good.

Taste of Nature manufactures 100% certified organic, non-GMO and gluten-free bars. The company has been providing healthy snacks to the Canadian market for more than 25 years. Taste of Nature is now available in the U.S. All six flavors can be found at fine [natural food locations across the US](#) [1].

Additional survey findings include:

- On average, Americans who snack do it twice a day.
- 42 percent of Americans feel they could commit to having one healthy snack every day.
- 42 percent of snackers are most likely to have an unhealthy snack between 2:00 pm and 5:00 pm.
- 41 percent of snackers are most likely to have an unhealthy snack on Saturdays.
- 43 percent of Americans have treated themselves to an unhealthy snack as a reward for an accomplishment.
- 23 percent have hidden their snacks from others so they wouldn't have to share.

About Taste of Nature

At Taste of Nature, we believe Real Tastes Good. That's why in our healthy, wholesome, snack bars you will find nothing artificial, no fillers and no chemicals. Our Taste of Nature bars are 100% organic, non-gmo project verified, certified gluten-free, certified vegan, low glycemic index and pack a ton of amazing taste. Headquartered in Toronto, Canada, Taste of Nature's snack bars can be found at select fine natural products stores and grocery retailers. Join the Taste of Nature community online at tasteofnature.ca [2], on Facebook at

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[facebook.com/TasteofNature](https://www.facebook.com/TasteofNature) [3] and @Taste_of_Nature.

About the Survey

The Taste of Nature Healthy Snacking Survey was conducted by Kelton between November 26th and December 2nd, 2013 among 1,000 nationally representative Americans ages 18 and over, using an email invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the entire U.S. population ages 18 and over. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. The margin of error for any subgroups will be slightly higher. Kelton is a leading global insights firm serving as a partner to more than 100 of the Fortune 500 and thousands of smaller companies and organizations. Utilizing a wide range of customized, innovative research techniques and staff expertise in marketing, branding, PR, media, and business strategy; Kelton helps drive our clients' businesses forward. For more information about Kelton please call 1.888.8.KELTON or visit www.keltonglobal.com [4].

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